



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

Mentzer Media
600 Fairmount Avenue
Suite 306
Towson, MD 21286

<u>Contract / Revision</u> 572287 /		<u>Alt Order #</u> 07901183
<u>Product</u> AMER FOR PROS 60'S		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u> //394
<u>Advertiser</u> Americans For Prosperity		<u>Original Date / Revision</u> 09/05/12 / 09/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/04/12	09/09/12	Newschannel 3 News	6-7am		1:00			NM	4	\$2,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$730.00			
2	3	09/04/12	09/09/12	CBS This Morning	7-9a		1:00			NM	4	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$560.00			
3	3	09/04/12	09/09/12	NewsCha 3 News First @ 4p	358-5pm		1:00			NM	3	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$560.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/03/12-09/09/12	NewsCha 3 News First @ 4p	358-5pm	-TuWThF----	1:00		\$560.00	NM		
	Credited											
4	3	09/04/12	09/09/12	Newschannel 3 News	5-530pm		1:00			NM	3	\$2,790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$930.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	3	09/03/12-09/09/12	Newschannel 3 News	5-530pm	-TuWThF----	1:00		\$930.00	NM		
	Credited											
5	3	09/04/12	09/09/12	Newschannel 3 News	530-6pm		1:00			NM	3	\$2,610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$870.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	09/03/12-09/09/12	Newschannel 3 News	530-6pm	-TuWThF----	1:00		\$870.00	NM		
	Credited											
6	3	09/04/12	09/09/12	Newschannel 3 News	6-630pm		1:00			NM	4	\$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$1,010.00			
7	3	09/04/12	09/09/12	7-730pm	7-730pm		1:00			NM	4	\$4,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$1,170.00			
8	3	09/04/12	09/09/12	The Insider	730p-8pm		1:00			NM	4	\$4,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$1,110.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
572287 /	07901183

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/10/12	AMER FOR PROS 60'S	//394

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans For Prosperity	09/05/12 / 09/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
9	3	09/04/12	09/09/12	Late News (M-F)	11-1135p		1:00			NM	6	\$9,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-2211--				6	\$1,520.00			
10	3	09/04/12	09/09/12	Late Night with David Letterman	1135pm-1235am		1:00			NM	4	\$1,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1111--				4	\$470.00			
11	3	09/04/12	09/04/12	NCIS	8-9pm		1:00			NM	1	\$4,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$4,120.00			
12	3	09/04/12	09/04/12	Tuesday Prime	9-10pm		1:00			NM	1	\$3,570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$3,570.00			
13	3	09/04/12	09/04/12	Tuesday Prime	10-11pm		1:00			NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$2,750.00			
14	3	09/05/12	09/05/12	Wednesday Prime	9-10pm		1:00			NM	1	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$3,850.00			
15	3	09/04/12	09/09/12	Wednesday Prime	10-11pm		1:00			NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$2,750.00			
16	3	09/04/12	09/09/12	Thursday Prime	9-10pm		1:00			NM	1	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$3,850.00			
17	3	09/06/12	09/06/12	Thursday Prime	10-11pm		1:00			NM	1	\$3,570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$3,570.00			
18	3	09/07/12	09/07/12	Friday Prime	10-11pm		1:00			NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$2,750.00			
19	3	09/08/12	09/08/12	Newschannel 3 News	6-630pm		1:00			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$340.00			
20	3	09/08/12	09/08/12	730-8pm	730-8pm		1:00			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$270.00			
E 21	3	09/08/12	09/08/12	Saturday Prime	9-10pm		1:00			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$1,110.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/03/12-09/09/12	Saturday Prime	9-10pm	-----Sa--	1:00		\$1,110.00	NM		
	Credited											
22	3	09/08/12	09/08/12	Saturday Prime	10-11pm		1:00			NM	1	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$1,660.00			
23	3	09/04/12	09/09/12	Late News (Sa-Su)	11-1135p		1:00			NM	2	\$2,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----11				2	\$1,030.00			
24	3	09/09/12	09/09/12	CBS Sunday Morning	9-1030am		1:00			NM	1	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$970.00			

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans For Prosperity	09/05/12 / 09/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
25	3	09/09/12	09/09/12	Face the Nation	1030-11am		1:00			NM	1	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,110.00			
26	3	09/09/12	09/09/12	Sunday Prime	7-8pm		1:00			NM	1	\$3,570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$3,570.00			
27	3	09/09/12	09/09/12	Sunday Prime	10-11pm		1:00			NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$2,750.00			
28	3	09/09/12	09/09/12	1135pm-1205am	1135pm-1205am		1:00			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$420.00			
29	3	09/10/12	09/10/12	Newschannel 3 News	6-7am		1:00			NM	1	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$730.00			
30	3	09/10/12	09/10/12	CBS This Morning	7-9a		1:00			NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$560.00			
31	3	09/10/12	09/10/12	NewsCha 3 News First @ 4p	358-5pm		1:00			NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$560.00			
32	3	09/10/12	09/10/12	Newschannel 3 News	5-530pm		1:00			NM	1	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$930.00			
33	3	09/10/12	09/10/12	Newschannel 3 News	530-6pm		1:00			NM	1	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$870.00			
34	3	09/10/12	09/10/12	Newschannel 3 News	6-630pm		1:00			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,010.00			
35	3	09/10/12	09/10/12	7-730pm	7-730pm		1:00			NM	1	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,170.00			
36	3	09/10/12	09/10/12	The Insider	730p-8pm		1:00			NM	1	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,110.00			
37	3	09/10/12	09/10/12	Late News (M-F)	11-1135p		1:00			NM	1	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,520.00			
38	3	09/10/12	09/10/12	Late Night with David Letterm	1135pm-1235am		1:00			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$470.00			
✓ 39	3	09/08/12	09/08/12	US Open Tennis Women's Fi	8-10pm		1:00			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$1,500.00			
✓ 40	3	09/09/12	09/09/12	US Open Tennis Men's Final	4-7pm		1:00			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,500.00			
✓ 41	3	09/06/12	09/07/12	Late Night with David Letterm	1135pm-1237am		1:00			NM	1	\$470.00

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Americans For Prosperity	09/05/12 / 09/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$470.00			
Totals											70	\$89,160.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	70	\$89,160.00	\$75,786.00
Totals	70	\$89,160.00	\$75,786.00

Signature: _____ **Date:** _____

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